

# Architecture and Composition



GALLERY Composition



GALLERY Ground floors



GALLERY Upper floor setbacks and terraces



## COMPOSITION

The building's primary facade shall face the square.  
The facade shall clearly express Asheville's vertical facade division of base, middle, and top.  
Belt courses, cornices, and changes of material are encouraged to reduce the scale of the building to be compatible with neighboring buildings.  
Location and massing of buildings shall preserve the view corridor to mountains ( as defined on page 2 ).  
Artistic elements are encouraged as part of the facade design.

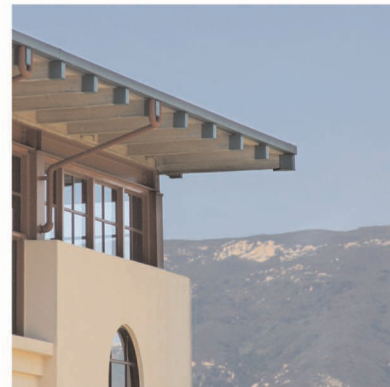
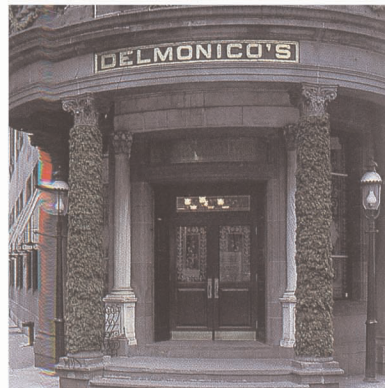
## GROUND FLOORS

Ground floors along the park and streets shall be pedestrian oriented and provide a high degree of transparency with the use of storefronts and/or large openings.  
Awnings or other similar elements are encouraged to reduce the scale of the building at the street level and provide protection from the sun and rain.

## UPPER FLOOR SETBACKS AND TERRACES

Building frontages shall be articulated with upper floor setbacks, balconies, bay windows, and/or terraces to reduce the apparent mass and to harmonize with the scale of neighboring buildings.  
Massing that allows maximum sunlight onto public spaces is strongly encouraged.





GALLERY Building tops

GALLERY Entryways and Portals

GALLERY Materials

#### BUILDING TOPS

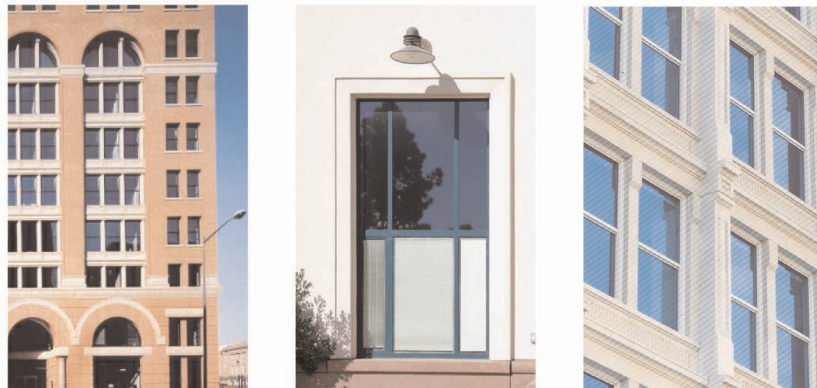
Roof articulation shall reflect surrounding rooflines. Finishing the tops of buildings helps define and animate the walls that surround Pack Square. The tops of buildings shall be terminated with a combination of recessed wall planes, cornices, roof forms or material changes.

#### ENTRYWAYS AND PORTALS

Primary entryways to all buildings and significant uses shall be prominent and clearly visible from the square and street.

#### MATERIALS

Principle materials for all buildings shall be masonry and glass. Combinations of different materials can be used to emphasize the intended massing and building composition. Synthetic materials such as EIFS (External Insulation and Finish Systems) are discouraged.



GALLERY Windows and Bays

#### WINDOWS AND BAYS

A regular rhythm of windows and bays shall be established over building facades.

Wall surfaces facing the square and streets longer in horizontal dimension than 20' without windows are not permitted.

Windows shall be recessed a minimum of 2".

Windows shall not have reflective glazing and/or dark tinted glass.